



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

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## Korea, Republic of

## Promotion Opportunities

## Annual

## 2003

**Approved by:**

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Agricultural Trade Office

**Prepared by:**

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**Report Highlights:**

This report identifies upcoming promotional activities and events in Korea which may be of interest to U.S. suppliers of agricultural, fishery and forest products.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Annual Report  
Seoul ATO [KS2]  
[KS]

"The promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

## SECTION I. FAS/W ENDORSED TRADE SHOWS

Large-Scale Trade Shows			
Date	Event/Description	Location	Contact/Organizer
Mar 3-5, 2004	Trade-only food and hotel show for imported food, beverages and equipment. Attracts some 6,000 top quality buyers from the entire South Korean food and hospitality industry. Exhibitors are expected from around 20 countries.	aT Center Seoul, Korea	Contact: Commerce Tours International, Inc. Tel: (415) 433-3072 Fax: (415) 433-2820 Email: comtours@aol.com Mr. Robert Chang  Organizer: AllWorld Exhibitions Web: <a href="http://www.allworldexhibitions.com">www.allworldexhibitions.com</a>

## SECTION II. OTHER TRADE SHOWS

Other Trade Shows			
Date	Event/Description	Location	Contact/Organizer
Oct 16-19, 2003	SIBA: Seoul Int'l Bakery Fair	COEX Seoul, Korea	Korean Bakery Association Tel: 011 82-2 6000-1412 Fax: 011 82-2 6000-1409 E-mail: <a href="mailto:kbc@coex.co.kr">kbc@coex.co.kr</a> Website: <a href="http://www.siba-expo.com">www.siba-expo.com</a>
Nov 27-30, 2003	Busan Seafood Expo 2003  The 1 <sup>st</sup> Busan International Seafood & Fisheries Exposition offers the chance to display U.S. seafood products to pre-qualified buyers from both the public and private sector. ATO Seoul will walk the Show.	BEXCO Busan, Korea	Busan Seafood Expo Secretariat Tel: 001 82-2 6300-2780 Fax: 011 82-2 6300-2789 E-mail: <a href="mailto:expo@b2expo.org">expo@b2expo.org</a> Website: <a href="http://www.busanseafoodexpo.com">www.busanseafoodexpo.com</a>
Feb 6-11, 2004	Kyung Hyang Housing Fair 2004  AF&PA/AHEC Seoul plans to participate. Contact <a href="mailto:kyounghoahn@unitel.co.kr">kyounghoahn@unitel.co.kr</a> for more information.	SETEC/COEX Seoul, Korea	Ehousing Co., Ltd Tel: 011 82-2 3701-1600

Mar 2004	Korea Day booth in the U.S. Pavilion: ATO Seoul will capitalize on the large numbers of Koreans that attend the FoodEx Tokyo Show to entice them to the U.S. Pavilion.	Tokyo, Japan	ATO Seoul
Mar 24-28, 2004	HOMDEX: Home Dealers and Development Expo  AF&PA/AHEC Seoul plans to participate. Contact <a href="mailto:kyounghoahn@unitel.co.kr">kyounghoahn@unitel.co.kr</a> for more information.	SETEC Seoul, Korea	Dreamsite Korea Tel: 011 82-2 413-9938
Mar 25-31, 2004	Seoul Living Design Fair  AF&PA/AHEC Seoul plans to participate. Contact <a href="mailto:kyounghoahn@unitel.co.kr">kyounghoahn@unitel.co.kr</a> for more information.	COEX Seoul, Korea	Design House Inc. Tel: 011 82-2 6000-1412/1414
Apr 2004	Seoul Wine Expo 2004  ATO Seoul will organize a U.S. wine pavilion and a seminar.	Seoul, Korea	ATO Seoul
Apr 19-22, 2004	Seoul Int'l Food Exposition 2004	COEX Seoul, Korea	Korea Trade-Investment Promotion Agency Tel: 011 82-2 3460-7672/7263/7265
Apr 27-30, 2004	Korean Int'l Beverage & Brewery Processing Technology Exhibition	COEX Seoul, Korea	B2EXPO CO Ltd Tel: 011 82-2 6300-2780
May 2004 (TBD)	KOFURN: Korean Int'l Furniture Fair  AF&PA/AHEC Seoul plans to participate. Contact <a href="mailto:kyounghoahn@unitel.co.kr">kyounghoahn@unitel.co.kr</a> for more information.	COEX Seoul, Korea	Korea Federation of Furniture Industry Cooperative (KFFIC) Tel: 011 82-2 2215-8838 Fax: 011 82-2 2215-9724 E-mail: <a href="mailto:webmaster@kofurn.or.kr">webmaster@kofurn.or.kr</a>
May 2-6, 2004	Seoul Int'l Horticulture/Gardening Market Fair 2004	COEX Seoul, Korea	COEX Tel: 011 82-2 6000-1085
May 26-30, 2004	Seoul Int'l Food Expo 2004	COEX Seoul, Korea	The Korea Traditional Food Tourism Association Tel: 011 82-2 734-1545
June 2004	Busan Int'l Food Show	BEXCO Busan, Korea	Korea Industrial Marketing Institute Tel: 011 82-2 3442-2484 Fax: 011 82-2 3442-2488

Sep 2004 (TBD)	Busan Kyung Hyang Housing Fair  AF&PA/AHEC Seoul plans to participate. Contact <a href="mailto:kyounghoahn@unitel.co.kr">kyounghoahn@unitel.co.kr</a> for more information.	BEXCO Busan, Korea	AF&PA
Sep. 3-5, 2004	The 12 <sup>th</sup> Franchise Business Expo	SETEC Seoul, Korea	Korea Franchise Association Tel: 011 82-2 3401-8810
Nov. 19-21, 2004	Korean Int'l Pet/Dog/Aquarium Fish & Pet Supplies Fair  ATO Seoul will have an information booth and catalog display at the Show.	SETEC Seoul, Korea	Korea Industrial Marketing Institute Tel: 011 82-2 3442-2484

### SECTION III. OTHER PROMOTIONAL ACTIVITIES

Agent Shows			
Date	Event/Description	Location	Contact/Organizer
Jun 2004	Busan Agent Show in conjunction with the Busan Int'l Food Show. This Show will assist existing agents of U.S. products in developing new sales leads.	BEXCO Busan, Korea	ATO Seoul

Buying/Educational Missions to the United States			
Date	Event/Description	Location	Contact/Organizer
Mar 2004	Seafood Mission: ATO Seoul will bring together a group of seafood buyers to attend the Boston Seafood Show.	Boston Seafood Show 2004	ATO Seoul
Apr 2004	Race Horse Mission: ATO Seoul will assist ten key Korean racehorse buyers from both the Seoul and Busan race tracks to travel to the U.S. and purchase race horses.	Florida	ATO Seoul
May 2004	Food Service Mission: ATO will bring a group of leading food service importers/distributors to the NRA Show and one other location. The group will be exposed to a wide variety of products through this mission.	NRA 2004 Chicago, Ill.	ATO Seoul
May 2004	Organic Mission: Eight to	WUSATA	ATO Seoul/WUSATA

	ten of the leading organic processed product buyers will learn about the variety and quality of organic products from the U.S.	region (Arizona and New Mexico) and FMI 2004	
Jun 2004	Consumer Ready Mission: Composed of importers and large retailers, the group will participate in a table top show organized in conjunction with either a State Department of Agriculture of the Department of Commerce	(TBD)	ATO Seoul

Workshops, Menu & Product Promotions & Seminars			
Date	Event/Description	Location	Contact/Organizer
Jan 2004	Organic Seminar: In order to assist the Korean organic retail industry with their organic promotional efforts, WUSATA will recruit an organic marketing specialist and/or organic nutritionist from the U.S. to make a seminar presentation to the local industry.	Seoul, Korea	ATO Seoul/WUSATA
Jun 2004	Wine Seminar: To educate local wine enthusiasts and F&B trade about the quality and variety of U.S. wine.	Cheju, Korea	ATO Seoul
Jun/Jul 2004	U.S. Retail Product Promotion: ATO Seoul will assist a major retailer with a product promotion and will recruit interested importers or agents who can deliver either currently available U.S. products or new-to-market U.S. products.	Seoul, Korea	ATO Seoul
Jul 2004	Value-Added U.S. Products Workshop: A culinary workshop for menu development targeting staffs of restaurant chains. This activity will teach them about the advantages and applicability of value-added (further processed) products from the U.S.	Private culinary institute or chain restaurant's corporate kitchen (TBD) in Seoul, Korea	ATO Seoul

Sep 2004	Wine Seminar: To educate local wine enthusiasts and F&B trade about the quality and variety of U.S. wine.	Busan, Korea	ATO Seoul
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## SECTION IV KEY CONTACTS AND FURTHER INFORMATION

U.S. Agricultural Trade Office

Korean Address: Room 303, Leema Building, 146-1, Susong-dong, Chongro-ku, Seoul, Korea

U.S. Mailing Address: US Embassy Seoul, Unit 15550-ATO, APO, AP 96205-5550

Telephone: 82-2 397-4188 Fax: 82-2 720-7921

E-mail: [atoseoul@fas.usda.gov](mailto:atoseoul@fas.usda.gov)

Website: [www.atoseoul.com](http://www.atoseoul.com)

### For more information on how you can register for USDA/FAS's Supplier List:

The United States Department of Agriculture's Foreign Agricultural Service (USDA/FAS) offers information and services that can be beneficial to both new and experienced exporters. For example, the U.S. Suppliers Service is a searchable database of over 5,000 U.S. exporters and their products, which is used by USDA/FAS to help facilitate connecting potential buyers with U.S. suppliers. This database is the primary means by which the more than 85 USDA FAS Overseas offices, such as the ATO in Seoul, Korea help export agents, trading companies, importers and foreign market buyers locate U.S. suppliers. It is also used to inform U.S. exporters of opportunities to participate in market development activities sponsored by USDA and federal export programs.

To register online for this service, see: <http://www.fas.usda.gov/agexport/exporter.html>

### For information about activities by Strategic Regional Trade Groups, please contact:

Mid-America International Agri-Trade Council (MIATCO)

400 West Erie Street, Suite 100, Chicago, IL 60610

Telephone: 312-944-3030 Fax: 312 944-1144

E-mail: [eriggs@miatoco.org](mailto:eriggs@miatoco.org)

Website: [www.miatco.org](http://www.miatco.org)

Western United States Agricultural Trade Association (WUSATA)

2500 Main Street, Suite 110, Vancouver, WA 98660-2697

Phone: 360-693-3373 Fax: 360-693-3464

E-mail: [bruce@wusata.org](mailto:bruce@wusata.org)

Website: [www.wusata.org](http://www.wusata.org)

Eastern United States Agricultural & Food Export Council (Food Export USA)

150 S. Independence Mall West, 1036 Public Ledger Building, Philadelphia, PA 19106

Phone: 215-829-9111 Fax: 215-829-9777

E-mail: [jcanono@foodexportusa.org](mailto:jcanono@foodexportusa.org)

Website: [www.foodexportusa.org](http://www.foodexportusa.org)

Southern United States Agricultural Trade Association (SUSTA)

2 Canal Street Suite 2515, New Orleans, LA 70130, USA

Phone: 504-568-5986 Fax: 504-568-6010

E-mail: [jim@susta.org](mailto:jim@susta.org)

Website: [www.susta.org](http://www.susta.org)

**For information on the commercial and industrial products in Korea, please contact:**

Foreign Commercial Service

Korean Address: U.S. Embassy, 82, Sejong-ro, Chongro-ku, Seoul, Korea

U.S. Mailing Address: US Embassy Seoul, Unit 15550-FCS, APO, AP 96205-5550

Telephone: 82-2 397-4535 Fax: 82-2 739-1628

E-mail: [Seoul.office.box@mail.doc.gov](mailto:Seoul.office.box@mail.doc.gov) Homepage: [www.buyusa.gov/korea](http://www.buyusa.gov/korea)